**Safety of tourists**

†1005. SHRI MOTILAL VORA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) what concrete steps have been taken by Government to save domestic and foreign tourists from touts;

(b) whether Government also review the measures taken in this regard, and

(c) if so, at what interval?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) to (c) A number of State Governments have on the advice of Government of India set up Tourist Police to deal with unscrupulous elements like touts, etc. and to ensure safety of foreign and domestic tourists.

The Department of Tourism has also set up a 'Tourist Complaint Cell' to redress the complaints received from tourists Progress in this regard is monitored on a regular basis.

**Tourists from Gulf and West Asia region**

1006. SHRI R.S. GAVAI: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether there has been an increase in the number of tourists since 2001-2002;

(b) whether Government propose to attract more tourists from Gulf and West Asia regions, and

(c) if so, Government's strategy in this regard?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) Yes, Sir.

(b) and (c) The promotion of tourism products to attract more foreign tourists in India from all the regions including Gulf and West Asia Region is an ongoing process. Besides advertising in print and electronic media, participation in fairs and exhibitions, dissemination of information through

†Original notice of the question was received in Hindi.

brochures, CD ROMs, inviting of media personalities under the hospitality programme, web marketing organising of workshops and seminars, special efforts have been made to organize road shows. Last year a high level delegation led by Minister of Civil Aviation and some State Ministers of Tourism conducted an India Tourism Road Show in the region. Later this year, another high level delegation proposes to visit the region to maximize tourist inflows.

**Promotion of tourism in Kashmir**

1007. PROF. SAIF-UD-DIN SOZ: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government are considering to devise a scheme to promote tourism in Kashmir; and

(b) if so, whether Government are also considering to bring places of pilgrimage into the fold of such a scheme?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) and (b) Yes, Sir.

**Media campaign for tourist attraction**

1008. SHRI ASHWANI KUMAR: Will the Minister of TOURISM AND CULTURE be pleased to state whether Government are considering to start an effective campaign through electronic and print media with extensive International reach to present India as a major tourist attraction for global/foreign tourists?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): Yes, Sir. For an effective publicity of India's tourist attractions and to attract global tourists to India an international print and electronic media campaign is being launched during the current financial year.

**Changing course of river Subarnarekha in Orissa**

1009. SHRI B.J. PANDA:
MS. PRAMILA BOHIDAR:

Will the Minister of WATER RESOURCES be pleased to state: